CLAIMS

1. (Previously Presented) A computer-implemented method of charging for advertising on the Web, comprising:

determining link traversals from an advertisement to a product page;

determining accesses to the product page resulting from the link traversals to the product page; and

charging for advertising based on said determined accesses to the product page;

wherein charging for advertising is based on number of sales resulting from a path including an advertising page.

2. (Canceled)

3. (Canceled)

4. (Previously Presented) A computer-implemented method of evaluating the effectiveness of advertising on the Web, comprising:

determining link traversals leading from an advertisement to a page;

determining accesses to the page resulting from the link traversals from the advertisement to the page; and

measuring the number of sales resulting from the determined accesses to the page.

5. (Previously Presented) A computer-implemented method of evaluating the effectiveness of advertising on the Web, comprising:

determining link traversals leading from an advertisement to a page;

determining accesses to the page resulting from the link traversals from the advertisement to the product page;

measuring the number of transactions resulting from the accesses to the page.

6. (Previously Presented) A computer-implemented method for charging for advertising on the Web, comprising:

tracking access history, including a link sequence through which a document is accessed;

determining, based on the access history, link traversals from a first document to a second document;

determining number of accesses to the page resulting from the link traversals from the first document to the second document;

charging for advertising based on the determined number of accesses to the second document.

7. (Previously Presented) The method of Claim 6, wherein a link traversal is determined responsive to two entries in the access history, a first entry corresponding to a request from a given user for the first document and a second entry corresponding to a request from the given user for the second document.

8. (Previously Presented) The method of Claim 6, wherein the first document is an advertising page and the second document is a product page.

9. (Previously Presented) The method of Claim 6, further comprising:

counting the number of sales resulted from a traversed path which includes the advertising page, wherein charging for advertising is based on the number of said sales.

10. (Previously Presented) The method of Claim 6, further comprising:

counting the number of purchases resulting from link traversals from the advertisement to the second page, the number of such purchases being a measure of advertising effectiveness.

11. (Previously Presented) The method of Claim 6, further comprising:

counting the number of transactions resulting from link traversals from the advertisement to the second page, the number of such purchases being a measure of advertising effectiveness.

12. (Previously Presented) The method of Claim 6, further comprising:

filtering transaction logs from at least one server for a particular user to produce the access history.

13. (Previously Presented) The method of claim 1, further comprising recording the link traversals in a transaction log.

14. (Previously Presented) The method of claim 13, wherein the transaction log is stored on a server.

15. (Previously Presented) The method of claim 1, wherein the step of determining link traversals leading to a page is performed by evaluating an access history profile.

16. (Previously Presented) The method of claim 15, wherein the access history profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID.

17. (Previously Presented) The method of claim 1, further comprising monitoring the frequency and duration of access to the page.

18. (Previously Presented) The method of claim 17, further comprising recording the frequency and duration of access to the page in a transaction log stored on a server.

19. (Previously Presented) The method of claim 17, further comprising counting accesses to the page exclusive of repeated requests from a common client.

20. (Previously Presented) The method of claim 19, wherein the counting is performed by the server.

21. (Previously Presented) The method of claim 18, further comprising:

counting the frequency of accesses to the page;

measuring the time intervals between repeated accesses from a common client; and

excluding the counting of those accesses that fall within a defined period of time.

22. (Previously Presented) The method of claim 21, wherein the counting is performed by the server.

23. (Previously Presented) The method of claim 4 further comprising:

keeping a history of each client access in a transaction log;

wherein determining the link traversals leading from an advertisement to a page is performed based on information in the transaction log.

24. (Previously Presented) The method of claim 23, wherein the transaction log is stored on a server.

25. (Previously Presented) The method of claim 4, wherein determining the link traversals leading from an advertisement to a page is performed by evaluating an access history profile produced from information in a transaction log.

26. (Previously Presented) The method of claim 4, wherein determining the link traversals leading from an advertisement to a page is performed by evaluating a plurality of access history profiles produced from information in a plurality of transaction logs.

27. (Previously Presented) The method of claim 25, wherein the access history profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID.

28. (Previously Presented) The method of claim 5 further comprising keeping a history of each client access in a transaction log;

wherein determining the link traversals leading from an advertisement to a page is performed based on information in the transaction log.

29. (Previously Presented) The method of claim 28, wherein the transaction log is stored on a server.

30. (Previously Presented) The method of claim 5, wherein determining link traversals leading from an advertisement to a page is performed by evaluating an access history profile produced from information in a transaction log.

31. (Previously Presented) The method of claim 5, wherein determining link traversals leading from an advertisement to a page is performed by evaluating an access history profile produced from information in a plurality of transaction logs.

32. (Previously Presented) The method of claim 30, wherein the access history profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID.

33. (Previously Presented) The method of claim 6, wherein the access history is derived from a transaction log.

34. (Previously Presented) The method of claim 33, wherein the transaction log is stored on a server.

35. (Previously Presented) The method of claim 1, further comprising:

recording the frequency and duration of access to the page by keeping a history of each client access to the page in a transaction log;

producing an access history from the transaction log;

wherein the access history is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID;

providing marketing feedback based on the access history.

36. (Previously Presented) The method of claim 35, wherein the marketing feedback is selected from the group consisting of: user demand, access pattern, and relationships between customer demographics and accessed pages and access patterns.

37. (Previously Presented) The method of claim 35, further comprising evaluating the transaction log to identify the most popular links to the page.

38. (Previously Presented) The method of claim 35, further comprising inserting a Previously Presented link to provide more direct access to the page.

39. (Previously Presented) The method of claim 38, wherein the Previously Presented link is inserted in a location based upon information contained in the transaction log.

40. (Previously Presented) A computer-implemented system of charging for advertising on the Web, comprising:

means for determining link traversals leading to a page; and

means for charging for advertising based on link traversals to the page.

41. (Previously Presented) A computer-implemented system for charging for advertising on the Web, comprising:

means for tracking access history, including a link sequence through which a document is accessed;

means for determining, based on the access history, link traversals from a first document to a second document;

means for determining a number of such determined link traversals leading from the first document to the second document; and

means for charging for advertising based on the number of link traversals to the second document.

42. (Previously Presented) The system of claim 40, further comprising means for recording the link traversals in a transaction log.

43. (Previously Presented) The system of claim 42, wherein the transaction log is stored on a server.

44. (Previously Presented) The system of claim 40, wherein the means for determining link traversals leading to a page is performed by evaluating an access history profile.

45. (Previously Presented) The system of claim 44, wherein the access history profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID.

46. (Previously Presented) The system of claim 40, further comprising means for monitoring the frequency and duration of access to the page.

47. (Previously Presented) The system of claim 46, further comprising means for recording the frequency and duration of access to the page in a transaction log stored on a server.

48. (Previously Presented) The system of claim 46, further comprising means for counting accesses to the page exclusive of repeated requests from a common client.

49. (Previously Presented) The system of claim 48, wherein the counting is performed by the server.

50. (Previously Presented) The system of claim 47, further comprising:

means for counting the frequency of accesses to the page;

means for measuring the time intervals between repeated accesses from a common client; and

means for excluding the counting of those accesses that fall within a defined period of time.

51. (Previously Presented) The system of claim 50, wherein the counting is performed by the server.

52. (Previously Presented) A computer-implemented method of charging for advertising on the Web, comprising:

determining link traversals from an advertisement to a product page;

determining number of accesses to the product page resulting from the link traversals to the product page; and

charging for advertising based on said determined number of accesses to the product page;

wherein charging for advertising is based on the number of accesses to the product page.

53. (Previously Presented) The method of claim 52, further comprising recording the link traversals in a transaction log.

54. (Previously Presented) The method of claim 53, wherein the transaction log is stored on a server.

55. (Previously Presented) The method of claim 52, wherein the step of determining link traversals leading to a page is performed by evaluating an access history profile.

56. (Previously Presented) The method of claim 55, wherein the access history profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID.

57. (Previously Presented) The method of claim 52, further comprising monitoring the frequency and duration of access to the page.

58. (Previously Presented) The method of claim 57, further comprising recording the frequency and duration of access to the page in a transaction log stored on a server.

59. (Previously Presented) The method of claim 57, further comprising counting accesses to the page exclusive of repeated requests from a common client.

60. (Previously Presented) The method of claim 59, wherein the counting is performed by the server.

61. (Previously Presented) The method of claim 58, further comprising:

counting the frequency of accesses to the page;

measuring the time intervals between repeated accesses from a common client; and

excluding the counting of those accesses that fall within a defined period of time.

62. (Previously Presented) The method of claim 61, wherein the counting is performed by the server.

63. (Previously Presented) A computer-implemented method of charging for advertising on the Web, comprising:

determining link traversals leading from an advertisement to a page;

determining accesses to the page resulting from the link traversals from the advertisement to the page;

measuring the number of transactions resulting from the determined accesses of the page; and

charging for advertising based upon said measuring of the number of transactions.

64. (Previously Presented) A computer-implemented system for charging for advertising on the Web, comprising:

means for determining link traversals from an advertisement to a product page;

means for determining accesses to the product page resulting from the link traversals to the product page; and

means for charging for advertising based on said determined accesses to the product page;

wherein charging for advertising is based on number of accesses to the product page.

65. (Previously Presented) A computer-implemented system for charging for advertising on the Web, comprising:

means for determining link traversals leading from an advertisement to a page;

means for determining accesses to the page resulting from the link traversals from the advertisement to the page;

means for measuring the number of transactions resulting from the determined accesses of the page; and

means for charging for advertising based upon said measuring of the number of transactions.

66. (New) The system of claim 65, wherein the means for determining link traversals includes means for evaluating an access history profile.